QUESTION PAPER SPECIFIC INSTRUCTIONS

(Please read each of the following instructions carefully before attempting questions)

There are EIGHT questions divided in two Sections and printed both in HINDI and in ENGLISH.

Candidate has to attempt FIVE questions in all.

Question Nos. 1 and 5 are compulsory and out of the remaining, THREE are to be attempted choosing at least ONE question from each Section.

The number of marks carried by a question/part is indicated against it.

Answers must be written in the medium authorized in the Admission Certificate which must be stated clearly on the cover of this Question-cum-Answer (QCA) Booklet in the space provided. No marks will be given for answers written in medium other than the authorized one.

Assume suitable data, if considered necessary, and indicate the same clearly.

Attempts of questions shall be counted in sequential order. Unless struck off, attempt of a question shall be counted even if attempted partly. Any page or portion of the page left blank in the Question-cum-Answer Booklet must be clearly struck off.
Answer the following questions in about 150 words each:

1. Differentiate between Corporate social responsibility (CSR) and Managerial ethics. Why adoption of CSR and ethical practices have become important in the conduct of business in the recent times?

2. What is 'human resource information system (HRIS)'? How can HRIS help in effective management of Human Resource?

3. What is 'blended learning'? Discuss some recent innovations in training and development with the advent of e-learning.

4. What is network organization? Discuss the challenges involved in managing a networked organization.

5. What is power? Discuss different sources of power. Give suitable examples.

2. (a) Describe 'pay for person' and 'pay for position' in the context of Compensation and Reward Management.

(b) What factors create and sustain an organization's culture? How is culture transmitted to employees?

(c) What are the influences of organizational constraints on decision making? Are unethical decisions influenced more by individual decision-maker or the organizational work environment? Explain.
3. (a) 

(i) क्या प्रबंधकों को पद-सौभाग्य के भिन्न स्तरों पर भिन्न कौशलों की आवश्यकता होती है?

Do managers require different skills at different levels of hierarchy?

(ii) एक प्रबंधक और एक नेता के बीच क्या भिन्नता है?

What is the difference between a manager and a leader?

(b) लघुत्तम लाभ कर्मचारियों को किस प्रकार अभियंता कर सकते हैं? दो उदाहरण के साथ चर्चा कीजिए।

How can flexible benefits motivate employees? Explain with two examples.

(c) ‘प्रशिक्षण आवश्यकता आकलन (टी एन ए)’ क्या है? संगठन में प्रशिक्षण आवश्यकताओं को समझने की विभिन्न विधियों पर चर्चा कीजिए।

What is 'training needs assessment (TNA)? Discuss different methods for understanding training requirements in an organization.

4. (a) क्या नेता जन्मजात होते हैं या कि उन्हें बनाया जाता है? स्पष्ट कीजिए। नेतृत्व की रचनात्मक परिकल्पना (ट्रांसफोर्मेशनल) शैली क्या होती है? अपने उत्तर के समर्थन में उदाहरण प्रदान कीजिए।

Are leaders born or made? Explain. What is transformational style of leadership? Support your answer with examples.

(b) ‘ज्ञान प्रबंध’ क्या हैं? संगठन तत्कालीन उदाहरणों से निष्कर्ष निकालते हुए ‘एकल लूप अधिगम’ और ‘द्विक लूप अधिगम’ के बीच विभेदण कीजिए।

What is ‘knowledge management’? Differentiate between ‘single-loop learning’ and ‘double-loop learning’ drawing from organizational examples.

(c) उद्योग की गुणतात्विक क्या-क्या होती हैं? संगठन की सफलता में उद्योग की भूमिका पर चर्चा कीजिए।

What are the qualities of an entrepreneur? Discuss the role of entrepreneurship in organization's success.

खण्ड—B / SECTION—B

5. निम्नलिखित प्रश्नों का उत्तर लगभग 150 शब्दों में दीजिए :

Answer the following questions in about 150 words each :

(a) “लेखकरण अनुपत केवल मान्यताकार होते हैं और निर्णय के दौरान उन पर परम निर्भरता आत्माधाम हो सकती है।” स्पष्ट कीजिए।

“Accounting ratios are mere guides and absolute dependence on them during decision making can be suicidal.” Explain.

(b) “विपणन का उद्देश्य विक्रय करने की अनवरत बना देना है।” इस कथन का समालोचनापूर्वक विरोध कीजिए।

“Purpose of marketing is to make selling superfluous.” Critically analyze this statement.
Define 'money market' and 'capital market'. Explain primary market, secondary market and initial public offering (IPO) market.

Differentiate between 'market skimming' and 'market penetration' strategies. When is market skimming a suitable strategy to adopt?

Differentiate between 'marginal costing' and 'absorption costing'. How does marginal costing help in decision making? Explain.

Explain the concept of 'operating leverage', 'financial leverage' and 'combined leverage' with the help of suitable examples.

The regulation of capital market has become important.” Discuss the role of SEBI in the context of recent reforms in the financial sector.

What are the steps involved in conduct of marketing research? Explain with emphasis on research design.

What is product life cycle? Explain the strategies which can be used to extend the life of a product during the maturity stage. Give suitable examples.

Discuss three approaches to working capital management. Give examples from real-life scenario to illustrate your answer.

Define 'overheads'. Explain the methods of absorption of overheads.
8. (a) "Dividend increase sends good news about cash flows and earnings. Dividend cuts send bad news." Elucidate with examples. Also discuss factors affecting dividend policy.

(b) Differentiate between direct and indirect channels of distribution. Discuss factors that influence the choice of channels of distribution.

(c) "Technology is increasingly used to process accounting data." Explain. Differentiate between Financial Accounting and Management Accounting.